

Careers at WHY? Inc.

Recruitment Activity : April 1, 2009 through March 31, 2010.

The report below represents the recruitment activity for all regular full and part-time positions during the period of April 1, 2009 through March 31, 2010. All open positions are listed on WHY?'s website and Intranet as well as bulletin boards located in the Philadelphia, Pennsylvania and Wilmington, Delaware facilities. Notices of Job openings are also sent to industry specific websites and local organizations, including universities. From time to time, notices of employment opportunities are sent weekly, via e-mail or U.S. mail to organizations listed in Attachment A.

Job Title	Total Interviewed	Recruitment Sources of Interviewees	Source Interviews	Hire Source
Community Media Instructor	1	Why.org	1	Why.org
Executive Director, Corporate Underwriting	3	Why.org Current Newspaper/.org AFP-GPC website/newsletter Opportunity NOCS website Newhouse School of Public Communications Alumni List Internal Candidate	1	
		Employee Referrals	2	Employee Referral
Fresh Air, Associate Producer, Promotional & Digital Media Support	6	Why.org Cpb Jobline NABJ website Internal Candidate Employee Referral	2 3 1	Cpb Jobline
Morning Edition, Host/Anchor	6	Why.org. Current Newspaper/.org Cpb Jobline NABJ website Tvjobs.org Internal Candidate Employee Referral	2 1 2 1	Employee Referral
Producer, Radio Times	9	Why.org Cpb Jobline Coming of Age website (@Temple Univ) TV Jobs Internal Candidate Employee Referral	5 4	Internal Candidate
Reporter	7	Why.org Cpb Jobline Internal Candidate Employee Referral	7	Internal Candidate (3)
Volunteer/Intern Coordinator	12	Why.org Phillyadclub.com GPCA website St. Joseph's University Career website LaSalle University Career website Temple University Career website Employee Referral	4 2 7	GPCA website

Recruitment Sources for Full and Part-time job openings.

National Association of Science Writers, Inc  
P.O. Box 890  
Hedgesville, WV 25427  
Contact: Russell Clemings  
304-754-5077  
[Email: cybrarian@nasw.org](mailto:cybrarian@nasw.org)  
[nasw.org](http://nasw.org)

Metro Philadelphia  
The Graham Building  
Ste. 1400  
30 S. 15th Street  
Philadelphia, PA 19102  
215-717-2600

AGIA: The Professional Association for Design  
164 Fifth Ave  
New York, NY 10010  
888-756-8282  
[designjobs@aiga.org](mailto:designjobs@aiga.org)

Careerbuilder.com  
2120 Colorado Avenue  
Santa Monica, CA 90404  
Contact: Laura Morris  
888.483.4473 ext. 5512  
[laura.morris@careerbuilder.com](mailto:laura.morris@careerbuilder.com)

Monster.com  
5 Clock Tower Place  
Maynard, MA 01754  
Contact: Eugene Weitz  
1.800.666.7837 ext. 2573  
[Eugene.Weitz@monster.com](mailto:Eugene.Weitz@monster.com)

The Global Media Group  
(The Philadelphia Tribune)  
3325 Wilshire Blvd., Ste. 1230  
Los Angeles, CA 90010  
Contact: Clifford Roberts  
888.980.5800 ext. 33

The Maslow Media Group, Inc  
(TVGigsonline.com)  
2233 Wisconsin Ave, NW  
Ste. 400  
Washington, DC 20007  
202-965-1100  
[posttagig@tvgigsonline.com](mailto:posttagig@tvgigsonline.com)

Association of Fundraising  
Greater Philadelphia Chapter  
308 East Lancaster Avenue  
Suite 110  
Wynnewood, PA 19096  
Contact: Alan Tempest  
610.642.0599  
[chapter@afp-gpc.org](mailto:chapter@afp-gpc.org)  
[www.afpgpc.org](http://www.afpgpc.org)  
[www.phillyadclub.com](http://www.phillyadclub.com)

The Greater Philadelphia  
Cultural Alliance  
100 S. Broad Street, Ste. 1530  
Philadelphia, PA 19110  
215.557.7811  
[gcca@philaculture.org](mailto:gcca@philaculture.org)  
[www.philaculture.org](http://www.philaculture.org)

Corporation for Public Broadcasting  
CPB Jobline  
901 E Street, NW  
Washington, DC 20004  
202.879.9600  
[www.cpb.org/jobline](http://www.cpb.org/jobline)

National Association  
of Broadcasters (NAB)  
1771 N Street, NW  
Washington, DC 20006  
202.429.5300  
Fax: 202.429.4199  
[nab@nab.org](mailto:nab@nab.org)

Future Media Concepts  
325 Chestnut Street  
Ste. 220  
Philadelphia, PA 19106  
215-922-2500  
[fmctraining.com](http://fmctraining.com)

ProductionHub.com  
Classifieds  
1809 E. Winter Park Rd.  
Orlando, FL 32803  
877-629-4122

Michael Page International Temp Agency  
Gary Whyld  
1717 Arch Street  
14th Fl  
Philadelphia, PA 19103  
215-861-7058  
[garywhyld@michaelpage.us.com](mailto:garywhyld@michaelpage.us.com)

South Philadelphia Review  
12th & Porter Streets  
Philadelphia, PA 19148  
Contact: Eleanor Puggi  
215.336.2500 ext. 105

The Courier Post  
P.O. Box 5300  
Cherry Hill, NJ 08034  
Contact: Tina Ryan  
856.317.7815

The Philadelphia Inquirer  
P.O. Box 8263  
Philadelphia, PA 19101  
215.854.2000  
Classifieds: 800.341.3413  
[trclassifieds@phillynews.com](mailto:trclassifieds@phillynews.com)  
[philly.com](http://philly.com)

Tvjobs.com  
P.O. Box 4116  
Oceanside, CA 92052  
Contact: Mark C. Holloway  
760.754.8177  
[markc@tvjobs.com](mailto:markc@tvjobs.com)  
[support@tvjobs.com](mailto:support@tvjobs.com)

602 Communications  
Sandy Lizik  
4349 E Colter Street  
Phoenix, AZ 85018  
602-954-8373  
[lizik@602communications.com](mailto:lizik@602communications.com)

Radio-Television Directors  
Association (RTNDA)  
1600 K Street, NW  
Washington, DC 20006  
Contact: Janet Grerety  
202.467.5257  
[janetg@rtna.org](mailto:janetg@rtna.org)  
[www.rtna.org](http://www.rtna.org)

Educational Data Systems  
Della Harris-Smith  
1500 Walnut Street  
Ste. 800  
Philadelphia, PA 19102  
215-772-0870  
[dellasmith@edsincorporated.com](mailto:dellasmith@edsincorporated.com)

Acsys, Inc  
Stephen DeAngelis  
1700 Market Street  
Suite 1720  
Philadelphia, PA 19103  
Phone: (215) 568-6810  
[philadelphia@acsysinc.com](mailto:philadelphia@acsysinc.com)

PRSA Newsletter  
1 Belmont Avenue, Ste. 420  
Bala Cynwyd, PA 19004  
Contact: Lee Marshall  
610.617.9560  
[lee.marshall@businesswire.com](mailto:lee.marshall@businesswire.com)

Temple University  
243 Ritter Hall  
1301 Cecil B. Moore Avenue  
Philadelphia, PA 19103  
215.204.8011  
[www.temple.edu](http://www.temple.edu)

University of Pennsylvania  
3700 Walnut Street  
Philadelphia, PA 19104  
215.898.5356  
[admissions@gse.upenn.edu](mailto:admissions@gse.upenn.edu)

University of the Arts  
Career Services  
320 S. Broad Street  
Philadelphia, PA 19102  
215-717-6075  
[careerservices@uarts.edu](mailto:careerservices@uarts.edu)

St. Joseph's University  
Career Development Center  
5600 City Line Avenue  
Philadelphia, PA 19131  
610-660-3100  
[recruit@sju.edu](mailto:recruit@sju.edu)

La Salle University  
Career Services  
1900 W. Olney Avenue  
Philadelphia, PA 19141  
215-951-1075  
[career@lasalle.edu](mailto:career@lasalle.edu)

National Association of  
Black Journalists  
8701 A Adelphi Road  
Adelphi, MD 20783  
Local Contact: Sherry Howard  
[showard@phillynews.com](mailto:showard@phillynews.com)

Coming of Age  
Center for Intergenerational  
Learning, Temple University  
1601 N. Broad Street  
Room 206  
Philadelphia, PA 19122  
215-204-9066  
[Mporoweler@ComingofAge.org](mailto:Mporoweler@ComingofAge.org)

The S.I. Newhouse  
School for Public Communications  
Syracuse University  
215 University Place  
Syracuse, NY 13244  
Karen M. McGee  
315-443-3860  
[kmcgee@syr.edu](mailto:kmcgee@syr.edu)

Current  
1612 K Street, NW, Ste. 704  
Washington, DC 20006  
Contact: Danielle Mungin  
202.463.7055 ext. 36  
[www.current.org](http://www.current.org)

Society of Broadcast Engineers, Inc.  
9102 North Meridian Street, Suite 150  
Indianapolis, IN 46260  
Phone: (317) 846-9000  
[sbe.org](http://sbe.org)  
Email: [kjones@sbe.org](mailto:kjones@sbe.org)

Indeed.com  
470 West Avenue, Suite 2002  
Stamford, CT 06902  
[www.indeed.com/jsp/includeJobs.jsp](http://www.indeed.com/jsp/includeJobs.jsp)

Public Broadcasting Service  
PBS Connect Intranet  
2100 Crystal Drive  
Arlington, VA 22202  
[connect.pbs.org](http://connect.pbs.org)

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**April 2009 to March 2010**

**Participate in at least four activities sponsored by community groups active in broadcast employment.**

- The Executive Director of News and Civic Dialogue participated in a panel discussion hosted by the Young Involved Philadelphia about television management.
- The Senior Reporter, Health and Science Desk spoke to the Philadelphia chapter of the Association of Women in Science about science communications and science journalism.
- The Executive Director of News and Civic Dialogue attend and spoke at the Philly Fellows program dinner about internships and careers in journalism and broadcasting.

**Participate in general outreach efforts through job banks and internet programs.**

- Significant use of a broad range of channels and organizations designed to attract a diverse pool of candidates has been used.

**Participate in at least four events over two years relating to career opportunities sponsored by educational institutions.**

- Presented career information to 11 students participating in “Road Trip to the Real World” sponsored by Eastern Association of Colleges and Employers (EACE). Eleven staff members and managers made presentations to students regarding opportunities in the broadcast industry.
- The Executive Director of News and Civic Dialogue addressed a Drexel University class on television management.
- The Manager of Staffing and Corporate Services participated in a mock interview exercise at Temple University to assist students seeking broadcast-related careers with resume and interview preparation.
- A staff member addressed two classes at Widener University on Film and Broadcast Editing and Multimedia Design.

**Upper level openings listed with media trade groups with broad-based membership including women and minorities.**

- **Executive Director, Corporate Underwriting**
  - Current website
  - Opportunity NOCs website
  - Association of Fundraising/Greater Philadelphia Chapter
  - The S.I. Newhouse School of Public Communications

**Establishment of an internship program designed to develop skills needed for broadcast employment.**

- For the period of April 1, 2009 through March 31, 2010, 33 students participated in WHYYY's internship program in departments throughout the organization.

**Establish training or mentoring programs designed to enable employees to acquire skills to qualify for higher level positions.**

- General on-going technology training for engineering and content production staff members.
- Available Tuition Refund program available to all staff members at all levels of the organization.
- Seminars to provide skills to use the Performance Management Program to coach, counsel, discipline and reward staff members to grow their value to the organization and themselves
- Seven managers attending a seminar providing skills to better management performance issues and avoidance of unfair employment practices.
- A manager attended a seminar on time management.